

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, November 20, 2018
HRPDC – Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Regina Duncan, HA
Brent Werlein, VB
Michael Coy, YK
Jerry Hoddinott, CH

Kate Berntitus, NN
Reginald Spratley, SU
Lacie Weaver, HRSD
Beatriz Patino, NN
Jason Lee, CH
Ron Johnson, HRSD

The summary for the meeting is as follows:

1. Meeting Summary

The October meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

February 9-10 – Hampton Roads Home Show, Hampton

- Anthem events well attended.
- HRPDC staff will use money from Trailer Maintenance budget to get a locksmith to fix broken locks on trailer.

Action: HRPDC staff to have trailer locks fixed.

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch campaign – running online through Christmas (Nov. 19-Dec. 24) with two weeks of radio support (Nov. 19-25 and Dec. 17-23)
 - HRPDC staff inquired about the station mix and believe there is a strong justification for these stations (WNOR (FM99) – male audience and WWDE (101.3) – female audience with holiday music during both schedules).
 - HRPDC staff will request a MP4 file for localities to use on municipal channel
- What Not to Flush Man on the Street campaign
- askHRgreen SEM/social media brand campaign
 - November social media campaigns – “I am thankful for...” videos are needed from Committee members. A compilation video will be produced to post for Thanksgiving.
 - December social media campaigns – Green holidays and gift giving

Action: HRPDC staff will provide MP4 file of the Grease Grinch video.

4. Brochures & Printed Materials

The Committee discussed the BMP brochure with poster:

- Approved the general look and feel of the brochure/poster.
- Recommend changing don't/do to always/never.
- Wordsmithing needed by Committee (fryer oil v. yellow grease v. used cooking oil)

The Committee discussed the yellow grease rack card and agreed it needed major revisions due to too much text and not fitting into the typical "Good to Know/Good to Do" format.

The Committee reviewed quotes for purchasing 500 No Grease signs and BMP posters in a water-proof sticker and tentatively approved the purchase once the redesigned materials are finalized.

Action: HRPDC staff will rework the yellow grease rack card. Committee members should review the BMP brochure with poster content and provide revisions to HRPDC staff.

5. Website Development Initiatives

The Committee discussed new and existing development initiatives for the HRFOG.com regional certification website. Potential and outstanding tasks include:

- Updating the site to a responsive (mobile-friendly) design
 - Jacobs is working on an estimate for Committee consideration.
- REST .api compatibility for integration with locality databases
- Full user report error – continues to be an issue
- Data QC reports finalized
- FSE load error when there are certified employees associated

Action: HRPDC staff will work with Jacobs to continue troubleshooting and enhancing HRFOG.com

6. Roundtable Discussion

- Virginia Beach – Continued tracking of changes to the construction/plumbing code and ordinance implementation with codes, changing GCD to FOG disposal systems to differentiate from oil-water separators, continuing search for FOG management system, monitoring discharges for low pH in the Laskin Road area.
- Newport News – FSE not recording yellow grease pickups. Committee members recommended the FSE call the company to get records or keep check stubs from payment. Regina and Kate will be participating in a training seminar for new restaurant owners on December 11. A southside event is planned as well. GCD sizing standards are not being used by codes department and issues have come up with under sizing interceptors.
- Chesapeake – Jason Lee will be working on FOG ordinance and may be reaching out for assistance.
- York County – problems with shared yellow grease containers. Committee members recommended requiring separate bins for each location.

Action: None.

7. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Promotional items – HRPDC staff identified that mood pencils, strainers, and spatulas are running low and provided quotes for Committee review. The Committee approved the purchase of 2,500 strainers and spatulas. The Committee will also support a joint purchase of mood pencils with the Water Awareness Committee.

FOG MOA – Iron Mountain does not have a signed copy of the FOG MOA. HRPDC staff believe that no regional signed copy exists because not all localities signed it.

Action: HRPDC staff will purchase 2,500 strainers and spatulas and discuss a joint purchase of mood pencils with the Water Awareness Committee.

Next Meeting – Tuesday, December 18, 2018 at 9:30 a.m. in Chesapeake.